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MARKETING & MEDIA
DECISIONS
February 1986 · $3.00

A 15-SECOND TIME BOMB?
DETROIT'S NEWSPAPER SHOOT-OUT
CHESEBROUGH-POND'S SECRET WEAPON
THE CABLE SCORECARD

WEIGHT WATCHERS
COOKING UP A NEW IMAGE

Gerald D. Herrick, CEO of Foodways National, Inc., shows off Weight Watchers new line.

########## 5-DIGIT 20814
711 00161861 41 93
GREG CHRIS
CONGRESSIONAL INF SVC
4520 EAST-WEST HWY #800
BETHSEDA MD 20814
DIR

MARKETING & MEDIA DECISIONS

COVER STORY

WEIGHT WATCHERS GETS IN SHAPE 54

For a variety of reasons, Weight Watchers fell out of step with America's fitness craze. But look out, Lean Cuisine . . . they've got their second wind.

FEATURES

THE 15-SECOND TIME BOMB 36

Much has been said about the effect of the solo 15 of the tv medium. But what is this innovation going to do to investments in the other media? Let the seller beware.

ALL'S TIGHT IN THE UPFRONT 46

Early indications that the first- and second-quarter net tv scatter markets were going to be a buyer's dream proved to be a bit of wishful thinking. Things are as tight as ever.

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Knight-Ridder's moves to modernize its *Free Press* and Gannett's entry into the market as the new parent of the *News* are stirring up even more dust between these two dueling dailies. Kitty, bar the doors!

CHESEBROUGH-POND'S FORMULA 70

Company officials describe their recent acquisition of Stauffer Chemical as the first step in researching and developing entirely new products. Others warn, however, that they may get burned in the experiment.

CABLE OUTLOOK, 1986 78

The cable medium is approaching two key benchmarks this year: 50% national penetration and the $1 billion ad sales level. *Decisions* gives you all you need to know about this maturing option. Included in our annual overview are a look ahead for the medium (Page 78), profiles of the major cable networks (Page 82), features on the movement away from narrowcasting (Page 84) and the development of pay-per-view national service networks (Page 90), and our exclusive Cable Advertising Scorecard listing the top 20 agency users of national cable, including the clients, where they were placed, billings for 1985 and projected billings for 1986 (Page 100).

BRAND REPORT 130: LIGHT TRUCKS 113

The growth of vans, minivans, compact pickups and compact light utility vehicles is moving at breakneck speed. The keys: versatility, design advances and a clean fit with new lifestyles. The rule seems to be, the smaller and lighter, the better. Only the larger vans have seen sales go flat.

DEPARTMENTS

PRO FILES 6

Byron Lewis is leading his second-ranked black advertising agency, Uniworld, into a slew of new business commitments. At Perception Research Services, Elliot Young has unveiled his first public "Open Eyes" survey of how people read magazines.

PRINT BEAT 17

So much for lip service. The new 4A's report on the rate differential finds that newspapers charged national advertisers an average of 64% more than local retailers in 1985, up 3% from 1984.

UPDATE 20

The developments affecting this year's media cost outlook were the subject for Marketing & Media Week's panel of agency experts.

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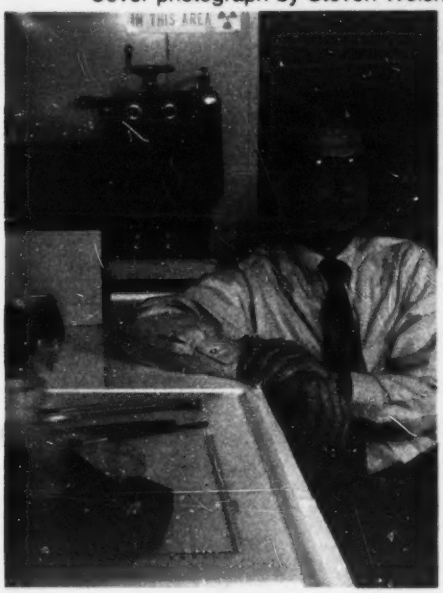
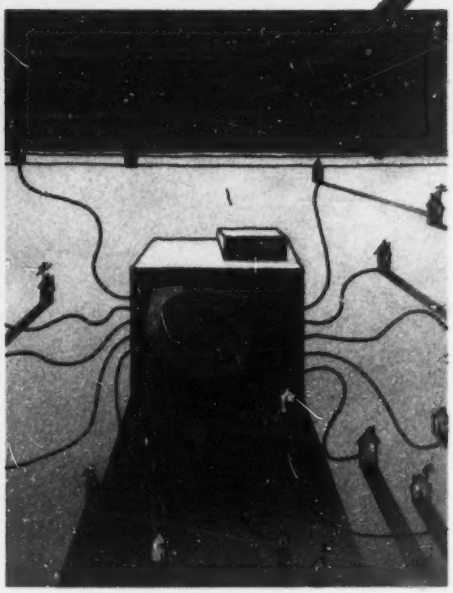
Our December cover story on media

February 1986, Vol. 21, No. 2

Cover photograph by Steven Welsh





training programs was the number-one subject in this month's mailbag.

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Catalogs are big, and they're going to stay that way through the end of the decade, according to a recent study.

CREATIVE CONCEPTS 32

Defying popular wisdom, agency Doyle Graf Mabley has designed a campaign for client Swissair that returns that carrier to tv after a 12-year absence — but does so using only 10-second spots.

DEBUT 34

It's deja vu at the check-outs as Triangle Publications' revives *Good Food* to bridge the gap between women's service books and epicurean magazines.

BROADCAST BEAT 135

Executives returning from INTV and NATPE are talking up King World's newest talk offering, *The Oprah Winfrey Show*.

ON THE DOCKET 138

Wally Snyder, senior vice president of government relations for the American Advertising Federation, gives his Capitol-eye view of the year ahead for advertising.

POINT/COUNTERPOINT/POLL 140

The economy is the subject as a bull and a bear square off, and our readers report how the economic climate is affecting their employers and their media plans.

ECONOMIC EYE 142

The Media Cost Index; LNA flash figures for magazine ad investments; an analyst's predictions for tv.

TOOLS OF THE TRADE 144

Cohort analysis helps marketers measure attitudinal and behavioral changes among people born in the same period as they move through time.

SALES PROMOTION 148

Where's the Cap'n? If you're looking for the captain of pre-sweetened cereal promotions, look no further than Cap'n Crunch's Quaker Oats.

THE LAST WORD 150

Is advertising more or less important than it has been in the past? Harvard professor Stephen Greyser tackles the question.

AS THEY SEE IT

MEDIOLOGY *Ed Papazian* 126

Print and radio spend a lot of time and money trying to discredit tv as the number-one ad choice. Maybe it's time they turned their attention to defining their own unique advantages instead.

MAGAZINES *Gerry Eilers* 127

Trade advertising is becoming the forum for specialty magazines to shake up their images and open the doors to new business.

TELEVISION *Stephen H. Martin* 129

It may mean more work for your agency, but so what? The fact is, alternatives to network prime tv can be every bit as effective as a network buy, at less than half the cost.

NEWSPAPERS *Stephen Jacoby* 131

The use of supplements and specialized editorial sections can add a modern, and effective, twist to the use of the oldest ad medium.

MARKETING *Donna Campanella* 132

Media reps are taking the path of least resistance by bringing their messages directly to the client. It's a peril-ridden tactic — for the rep, for the client, and for the agency.

PRINT BEAT

by Fred Pfaff

NO RELIEF FROM RATE DIFFERENTIAL

You figured that agency indignation over rates and newspapers' moaning over national business would help reduce the rate differential. So did the Four A's. Their soon-to-be-released 1985 study, however, reports that the differentials in 1985 averaged 64.6%, the highest ever recorded. Not only did last year's average discrepancy jump 4% -- the biggest papers (over 250,000 circulation) with the best shot at national dollars jumped 8.2%, more than any category. Some 66 papers charged national advertisers at least 100% more than their local counterparts. "Gratifying" to the Four A's, though, was the fact that papers between 50,000 and 250,000 circulation combined for a lower average differential.

Here's how it runs according to the Four A's:

ABC circulation	1985 general vs. retail rate	1984 general vs. retail rate
less than 25,000	+48.26%	+38.19%
25,001 - 50,000	+48.84%	+47.28%
51,001 - 100,000	+52.89%	+53,65%
101,000 - 250,000	+70.83%	+74.74%
over 250,000	+94.41%	+87.24%

BRIGHT SIDE OF THE BOSTON (BOFF!) SQUABBLE

Owner Rupert Murdoch and Boston Herald executives aren't the only ones smiling since a judge upheld Murdoch's right to transfer his News America comics -- including "B.C." and "Andy Capp" -- from the rival Globe. Tom Craddock, comics sales director at Metropolitan Sunday Newspapers, Inc., couldn't be more excited. The first two issues (January 5 and 12) of the Herald's "All New Comics Section" adapted two of the innovative front-page ad/edit formats that Metro's 21st Century Comics committee suggested a year ago.

Spurred on by the breakthrough, Craddock will "compile pages of what the Herald has done and promote the hell out of it." That's not all. Coming soon is a "Creative Comics Ad Contest" for agency creatives. Winners get a check or a trip; comics get agency exposure; Craddock gets a promo piece in time to pitch for 1987 ads. Craddock is pitching such biggies as General Foods for a front-page franchise in comic sections -- one-sixth of a page for a year for about $3.3 million. Also banging away on agency doors is promo outfit Sunday Family Shopper, a new Metro client that buys and resells comic space.

CABLE AD SCORECARD

A GUIDE TO THE TOP 20 AGENCIES IN CABLE, BY BILLINGS

Key to abbreviations

A&E: Hearst/ABC Video Enterprise Alpha Repertory Television Service. Cultural programing, relaunched as Arts & Entertainment January 1984.

BET: Black Entertainment Television. Black-oriented sports, features and movies.

CBN: CBN Cable Network. General interest, all-family drama, sitcoms, westerns.

CNN: Cable News Network. Ted Turner's 24-hour, all-news channel.

CNNHS: Cable News Network Headline Service. Brief international and national news update.

ESPN: Entertainment and Sports Programing Network, a sports channel.

FNN: Financial News Network. Financial/investments news and stock quotations.

LIFETIME: Women's service/health and fitness from Hearst/ABC/Viacom Entertainment Services.

MSG: Madison Square Garden Sports.

MSN: Modern Satellite Network. General information channel, including the Home Shopping Show.

MTV: 24-hour contemporary music channel; part of MTV Networks, a subsidiary of Viacom International, Inc.

NICKELODEON: All-children's programing; part of MTV Networks, a subsidiary of Viacom International, Inc.

SIN: National Spanish Television Network. All Spanish programing.

SPN: Satellite Programing Network. Talk shows, movies, how-to.

TNN: The Nashville Network. Country/western music, with variety, comedy and sports.

TWC: The Weather Channel. Landmark Communications' 24-hour national, regional and local weather information with special weather features.

USA: USA Cable Network. Sports, women's talk shows, children's.

VH-1: Video Hits One, adult music video channel from MTV Networks, a subsidiary of Viacom International, Inc.

WTBS: Ted Turner's WTBS-TV, Atlanta, superstation.

YOUNG & RUBICAM

Ira Tumpowsky
Senior vice president, group supervisor of cable

Clients using national cable:
AT&T
Cadbury
Canada Dry
Chiquita Banana
Clorox
Colgate-Palmolive
Disney Productions
Dr Pepper
Du Pont
Ford Corp.
Ford Division
Frito-Lay
General Foods
Jamaica Tourist Bureau
Johnson & Johnson
Kentucky Fried Chicken
Kodak
Lincoln-Mercury Division
Merrill Lynch
NYNEX
Oil of Olay
Olympic Stain/Paint
Richardson-Vicks
RJR Foods
Suzuki
U.S. Postal Service
Warner-Lambert

Networks used: A&E, CBN, CNN, CNNHS, TNN, Nickelodeon, TWC, BET, SIN, FNN, Lifetime, MTV, Nickelodeon, USA, WTBS, ESPN

1985 billings: $45 million
Projected 1986: $50-$52 million

D'ARCY MASIUS BENTON & BOWLES

Irwin Gotlieb
Senior vice president, director, national broadcast and programming

Clients using national cable:
American Dairy Association
Amoco
Anheuser-Busch
Cadillac-Pontiac
Coleman
Corning
Equitable
FTD
General Foods
Mars, Inc.
Procter & Gamble
Richardson-Vicks
Whirlpool

Networks used: USA, TWC, BET, CBN, CNN, CNNHS, WTBS, A&E, Lifetime, FNN, MTV, ESPN, SIN

1985 billings: $29 million
Projected 1986: $32 million

BBDO

Arnie Semsky
Executive vice president, director of media and programing services

Clients using national cable:
Black & Decker
Campbell
Casio
Delta
Dodge
Du Pont
Frito-Lay
Honeywell
General Electric
HBO
Lever Bros.
Menley & James
Pepsi
Phillips Petroleum
Pillsbury
Quaker Oats
Stroh
Visa
Wrigley

Networks used: ESPN, CNN, USA, WTBS, CBN, TNN, MTV, Lifetime, BET, TWC, A&E, VH-1

1985 billings: $27 million
Projected 1986: $36.5 million

FOOTE, CONE & BELDING

Frank Gromer
Senior vice president, director of corporate media

Clients using national cable:
Alaska Tourism
ARCO
Armour-Dial
CALRAB
Celestial Seasonings
Clorox
Colgate
Computerland
Coors
Emerson
FI Bancorp
Fancy Feast
Frito-Lay
Kimberly Clark
Kraft
Levi Strauss
Long John Silver's
Mazda
Nutra Systems
Pacific Telesis
Pearle Health Services
Pennsylvania Lottery
S.C. Johnson
Sara Lee
Sears Financial Network
Silo
Sunkist
U.S. News & World Report
(no longer client)
Zenith

Networks used: WTBS, CBN, CNN, USA, ESPN, TNN, MTV, A&E, Lifetime, FNN, TWC, SNC, SIN, SPN, Nickelodeon

1985 billings: $24 million
Projected 1986: $29 million

J. WALTER THOMPSON

Norm Varney
Senior vice president, U.S. director, new electronic media

Clients using national cable:
American Gas Association
ANCO
Benetton
Champion
Chevron
Dole
Eckerd Drug
Emery
Ford
Gerber
Goodyear
Hyatt
Kemper
Kodak
Kraft
Lever Bros.
Locktite
McDonnell-Douglas
Miller
Nestle
Northwestern Mutual Life Insurance
Orkin
Quaker
Ryder
S.C. Johnson
Scott Paper
Showtime/Movie Channel
Six Flags
Sprint
Twentieth Century-Fox
U.S. Marine Corps
Warner-Lambert
Weather Channel
W.F. Young

Networks used: A&E, BET, CBN, CNN, CNNHS, ESPN, FNN, Lifetime, MTV, TNN, Nickelodeon, SIN, TWC, USA, WTBS

1985 billings: $22 million
Projected 1986: $25 million (same)

DANCER FITZGERALD SAMPLE

Beverly O'Malley
Senior vice president, director of electronic media

Clients using national cable:
American Cyanamid
Entre Computer
Florida Dept. of Citrus
General Mills, Inc.
Hanes
Lorillard
Mexico
Nabisco/Lifesavers
Pioneer
POPSICLE™
Procter & Gamble
RC Cola
Toyota
Wrangler
Wendy's
Western Union

Networks used: TWC, CNN, WTBS, MTV, ESPN, Lifetime, Nickelodeon, USA, TNN, CBN, VH-1

1985 billings: $19.4 million
Projected 1986: $20.3 million

GREY ADVERTISING

Alec Gerster
Executive vice president of media and programing

Clients using national cable:
Acme
BF Goodrich
Block Drug
Boehringer Ingleheim Ltd.
Borden
Canon USA
Carter Wallace
General Foods
Holly Farms
Kenner
3M
No-Nonsense
Procter & Gamble
Playtex
RCA Records
Remington
Timex
Warner Bros.

Networks used: CNN, WTBS, ESPN, Lifetime, USA, MTV, MSG, Nickelodeon, SPN, SIN, TNN, TWC, CBN, VH-1

1985 billings: $18 million
Projected 1986: $18 million

SAATCHI & SAATCHI COMPTON ADVERTISING

Steve Fajen
Senior vice president, media director

Clients using national cable:
American Motors
British Airways
Johnson & Johnson
PaineWebber
Procter & Gamble
Thompson Medical Int'l

Networks used: CBN, CNN, BET, WTBS, USA, A&E, ESPN, MSG, TNN, Lifetime

1985 billings: $15.5 million
Projected 1986: $20 million

MARKETING & MEDIA DECISIONS

29,307 PROSPECTS*

*BPA December 1985, Average Qualified Circulation

DOYLE DANE BERNBACH

Bart McHugh
Senior vice president, director of cable television

Clients using national cable:
American Greetings
Chanel
Colombian Coffee
Diners Club
Foodway
GTE
Hershey
IBM/ISG
Michelin
Mobil
Paul Masson
Porsche-Audi
Seagram Wines
Sylvania
Universal
Volkswagen

Networks used: MTV, WTBS, Lifetime, USA, CNN, BET, Nickelodeon, ESPN, SPN, TNN, VH-1, TWC, CNNHS, A&E, CBN

1985 billings: $14.3 million
Projected 1986: $15.5 million

OGILVY & MATHER

Kenneth Caffrey
Executive vice president, director of media and broadcast operations

Clients using national cable:
American Express
AT&T
Campbell
Columbia Pictures (no longer client)
Duracell Batteries
Ex-Lax
General Foods
Kimberly Clark
Owens Corning
Publishers Clearinghouse

Networks used: WTBS, CBN, CNN, CNNHS, FNN, USA, ESPN, MTV, Lifetime, TNN, TWC

1985 billings: $14 million
Projected 1986 billings: $15 million

TED BATES

Joel Segal
Executive vice president, director of network television

Clients using national cable:
Carter Wallace
Colgate-Palmolive
Continental Baking
General Foods
Mars, Inc.
Panasonic
Prudential Insurance
U.S. Navy

Networks used: CBN, WTBS, ESPN, Nickelodeon, MTV, USA, Lifetime, VH-1

1985 billings: $10.5 million
Projected 1986: $10.8 million

Cash in on the vitality of the industry's service magazine.

Our market of influence is bigger than ever. *Decisions* is read and used by nearly 2,500 more of your business prospects than a year ago. Call Dave Bentley, Publisher, (212) 391-2155.

MARKETING & MEDIA DECISIONS

NEEDHAM HARPER WORLDWIDE

Wes Dubin
Senior vice president, broadcast, director of network television and radio

Clients using national cable:
Clorox
Embassy Pictures
Frigidaire
G.D. Searle
General Mills
Honda
ITT
Kraft
National Network
Quasar
Ramada Inns
Rubbermaid
Sears
Shasta
State Farm Insurance
Xerox

Networks used: WTBS, CNN, MTV, FNN, TNN, CBN, TWC, Lifetime, USA, ESPN, A&E, CNNHS, Nickelodeon, BET

1985 billings: $10.5 million
Projected 1986: $14 million

LEO BURNETT

Willard Hadlock
Senior vice president, director of media services

Clients using national cable:
Allstate
Heinz
Kellogg
Maytag
McDonald's
Memorex
Nestle
Oldsmobile
Pillsbury
Procter & Gamble
RCA
Starkist
Union Carbide
United Airlines
Wilson Sporting Goods

Networks used: ESPN, WTBS, CNN, USA, SPN, CBN, Nickelodeon, Lifetime, CNNHS, TWC, TNN, FNN, MTV, BET, A&E, VH-1

1985 billings: $10 million
Projected 1986: $13-$15 million

WELLS, RICH, GREENE

Bob Geis
Senior vice president, corporate media director

Clients using national cable:
Ford
MGM/UA (no longer client)
Miles
Mobil
National Enquirer
Pan Am
Procter & Gamble
Ralston Purina (no longer client)

Networks used: WTBS, CNN, ESPN, USA, MTV

1985 billings: $9 million
Projected 1986: $10 million

MARKETING & MEDIA
DECISIONS
Those who make them, read us.

CUNNINGHAM & WALSH

Gil Farley
Vice president, television program director

Clients using national cable:
C.B. Fleet
Mitsubishi
Procter & Gamble
Ricoh
Schieffen & Co.
Sterling Drug

Networks used: WTBS, CNN, CBN, Lifetime, MTV, ESPN, USA, TWC, MSG, Sports Channel, TNN

1985 billings: $8 million
Projected 1986: $8.5 million

McCANN-ERICKSON

Ira Carlin
Senior vice president, media director

Clients using national cable:
AT&T Communications
Coca-Cola
Gillette
Hilton Hotels
Johnson & Johnson
Kodak
L'Oreal
Mennen
National Dairy Association
Nestle
Shearson Lehman/ American Express (no longer client)
Sony
Swatch Watches
Texas Instruments

Networks used: CNN, WTBS, MTV, ESPN, A&E, FNN

1984 billings: $7 million
Projected 1985: $11 million

WILLIAM ESTY COMPANY, INC.

Thomas Winner
Senior vice president, director of broadcast operations

Clients using national cable:
Chesebrough-Pond's
Genessee
MasterCard International
Minolta
Nabisco
Nissan
Motor Corp. in USA
Noxell
Tambrands
V Travellers

Networks used: CNN, ESPN, WTBS, USA, MTV, TNN, A&E, VH-1, Nickelodeon, MSG, Sports Channel

1985 billings: $6.8 million
Projected 1986: $8.5 million

CAMPBELL-EWALD

Judy Sawyer
Senior vice-president, director of national broadcast

Clients using national cable:
A.C. Delco
Chevrolet
Delco Electronics
Eastern Airlines
GMAC
Mennen
National Car Rental
Rockwell

Networks used: WTBS, CNN, CNNHS, USA, ESPN, TWC, FNN, TNN, CBN, MTV, VH-1, A&E, Nickelodeon

1985 billings: $6.5 million
Projected 1985: $9 million

N W AYER

Robert Igiel
Senior vice president, director of programing and network negotiations

Clients using national cable:
AT&T Communications
AT&T Corp.
Bahamas
General Motors
J.C. Penney
Seven-Up
U.S. Army

Networks used: MTV, A&E, CNN, WTBS, CBN, TWC, ESPN, Lifetime, BET, USA, FNN, TNN

1985 billings: $4.5 million
Projected 1986: $6 million

SSC&B

Gary Carr
Vice president, director of network operations

Clients using national cable:
Carnation
Heineken
Lego
Mennen
Noxell Corp.
Steak & Ale

Networks used: ESPN, MTV, WTBS, TWC, CNN, USA, Nickelodeon

1985 billings: $3.2 million
Projected 1986: $3.5 million

BRAND REPORT

NO. 130: LIGHT TRUCKS & VANS

BURNING RUBBER

by Carol Hall

It's amazing — light truck sales have sky rocketed," exclaims one analyst. In 1985, unit sales for the category surpassed the four million mark, imports and domestics combined. That finish is well ahead of the 1984 record of 3.3 million, itself a jump from the 1983 total of 2.7 million units.

"It's been a case of an industry perceiving a demand, making the right product to fit it, and marketing it well," explains Sheriden Brinley, spokesman for the Motor Vehicle Manufacturers Association's motor truck division. In the last three to five years, manufacturers of light truck entries — vans, minivans, compact pickups and compact sport utility vehicles — have virtually collided with one another bringing new products to market. By 1985, light trucks accounted for roughly 27% of all motor vehicles purchased in the U.S.

The reason? In a word, versatility. Falling in the range of zero-to-14,000 pounds, even the smallest of them can lug more cargo or squeeze in more passengers than the biggest station wagon. Most can tow more than that station wagon, and their fuel efficiency is comparable. They handle as well as any car and their "truckiness" makes some drivers feel safer. They don't look like a truck, though (they're more than suitable for pulling in under the country club portico), and come loaded with a variety of car-like options: AM-FM stereos, air conditioning, power windows, even lighted vanity mirrors.

But best of all, they are priced to compete not only with that suburban workhorse, the station wagon, but smaller cars, too. And with OPEC on its knees, fuel prices have ceased to spiral. "Even though fuel isn't cheap, people don't *perceive* a fuel crunch," one industry observer notes. The American driver feels more footloose with the gas pedal and is again willing to think about buying something other than a compact car.

You can't dress it up, but you can take it out.

With the average age of the light truck buyer being 35-years-old, it also makes sense that the interest in physical fitness and outdoor activities plays a part in the sales boost. It fits into "the Abercrombie & Fitch attitude" comments one observer. "I'm probably a classic example," adds Ann Knight, a PaineWebber analyst. "I bought a house in the country last year and immediately bought a minivan to haul around pieces of lumber. Ten years ago I wouldn't have done that . . . *five* years ago I wouldn't have done that." She's a classic example for another reason: An increasingly large percentage of light trucks, especially minivans, are being bought by women — they say they like the extra room and good road-handling.

Advertising in the light truck category varies from segment to segment. In general, though, newspapers are used to a large extent, but space is usually bought either as part of a co-op plan with dealers or through dealer advertising organizations that act independently of the manufacturer. Radio usage follows similar lines.

Television buys vary, too, with spot placements often more heavily backed than network. Standard-size vans rarely show up in tv commercials; instead, marketers tend to target their pitches with magazine buys. But compact pickups and small sport utility trucks are continuing to get tv dollars because the competition in those categories is heating up; they often favor spot buys. Minivans are showing up quite a bit on network tv, as well as local, because the category is still relatively new and lots of new entrants are still rolling onto the market.

COMPACT PICKUPS

Of the four hot-selling light truck categories — minivans, vans, compact sport utilities and compact pickups — the small pickup remains the buggy with the best sales traction. According

to Ward's *Automotive News*, sales of the pickup for the first eleven months of 1985 totaled more than 1.2 million, a 17% rise from 1984's 1.03 million for the same period. One big reason small pickups are so attractive is that, as with minivans, they are cheaper than their full-size counterparts. That makes them appealing to buyers who are looking to save money and who can get by with less cargo space.

The category opened up in the mid-1960's and while marketers are optimistic about sales for the immediate future, they think the market may be maturing. The compact pickup doesn't draw from the passenger car or station wagon market the way a minivan or even a compact sport utility does. It relies instead on truck replacement, making its market somewhat quicker to saturate.

According to a survey conducted by the market research firm J.D. Powers & Associates, 62% of compact pickup owners are married, 26% are college graduates and the average household income is $35,700. Of those surveyed, 87% of the principle maintainers of the vehicle were male. But in this category, as in other light truck segments, that figure is often misleading. Though the vehicle may be registered in the name of a man, marketers agree that not only do women have an increasing say in the purchase decision, but that in some categories they share the truck driving equally with men.

Of the four categories, the small pickup remains the buggy with the best sales traction.

The **Toyota Motor Sales, U.S.A. Inc.**'s truck, introduced in 1964 (when it sold four units), leads in compact sales with a 1985 total of 329,930. That's a 24% gain over 1984 sales. Though it faces no import quota restrictions, Toyota does have to pay the 25% tax all small-truck importers face. However, the only limit on its growth, the company says, is its own production capacity. Toyota's 1,089 dealers stamp a base sticker price of just over $6,000 on the two-wheel drive and $8,600 on the four-wheel drive models.

Average annual income of the Toyota truck buyer is $32,000, with a third of them being college graduates. Average age for their two-wheel drive buyers is 34 but that drops to 29 years for the four-wheel drive version. That skew to a younger buyer is normal in the four-wheel drive light truck market as a whole because they are used a lot for off-road driving, a sport taken up mostly by younger adults.

Unlike its competitors, Toyota has never offered consumer incentives, such as rebates or special finance rates, on its trucks. According to Leading National Advertisers, Toyota backed its compacts with $25.1 million in 1984. Of that, $12.1 million was in spot, $7.8 million in network; in both cases, sports-oriented shows were the

LIGHT TRUCK MANUFACTURERS' MEDIA EXPENDITURES JANUARY-JUNE 1985 (000)

COMPANY	TOTAL	MAGS	NET TV	SPOT TV	OUTDOOR	NEWSPAPERS	NET RADIO	CABLE TV
COMPACT PICKUPS								
Nissan	$20,258.0	$1,956.0	$6,870.9	$11,017.0	$232.6	Figures Not Available		$181.5
Toyota	10,425.7	2,285.0	3,492.8	3,883.0			47.3	717.6
Ford Ranger	7,765.1	2,835.6	3,718.5	800.7	244.3			166.0
Chevrolet S-10	4,410.5	1,469.7	1,075.6	635.1	48.5			218.1
STANDARD VANS								
Ford Vans	708.3	708.2			0.1			
Chrysler Dodge Ram	608.5	602.8		5.7				
GMC Vandura/Rally	200.1	200.1						
COMPACT SPORT UTILITIES								
Ford Bronco II	6,174.2	2,702.1	3,281.6	128.8				61.7
AMC Jeep Cherokee	5,240.3	478.8	4,473.8	279.6	6.8			1.3
GMC S-15	3,879.0	2,791.0	169.2	308.3			602.4	
Chevrolet Blazer S-10	1,384.3	23.3	933.6		0.7		333.6	93.1
MINIVANS								
Chevrolet Astro	12,180.2	3,462.0	8,238.3	272.1	19.6			188.2
Chrysler Dodge Caravan	4,976.3	172.1	4,469.6	164.6	1.3			168.7
Chrysler Plymouth Voyager	4,572.2	1,514.3	2,704.1	280.4	16.0			57.4
Ford Aerostar	Figures Not Available							

Source: Leading National Advertisers

main placement choices. LNA reports that expenditures for the first six months of 1985 totaled $10.4 million. Toyota's local tv buys land it in 50 to 100 different markets. Magazine buys for 1985 include *Sports Illustrated, Time, Motor Trend, Venture* and *Rolling Stone*. Women's books, says Borst, were dropped because the company doesn't feel they are effective for selling trucks.

The company just dropped its six-year-old "Oh what a feeling" campaign, switching to "Who can ask for anything more?" "We didn't feel the campaign was worn out or anything — it's the second most recognized commercial campaign in the automotive industry," explains Borst. "But the competitive conditions for '86, '87, and '88 will be intense. We felt the product line had moved into a much more high-tech position."

The **Nissan Motor Corp., U.S.A.** truck holds the No. 2 spot in compact pickups, selling 255,601 last year, up from 203,724 in 1984.

Buyers ranged in age from 18- to 49-years-old, with incomes of $25,000 plus. Women accounted for 13% of the truck's two-wheel drive purchases, up from just 7% three years ago. "It's a broad target [market]. It didn't used to be," muses Dave Hubbard, national truck advertising manager. "Now it's hard to tell who'll buy the next one." In terms of demographics, he says, "They've taken on the identity of the cheaper sports car."

While over 50% of Nissan's trucks were made in the U.S., that number dropped to about 40% as more cars are made here. While the company may be pulling back on U.S. production, it backs the line with a whopping budget of about $60 million, says Hubbard. "We're seeing a softening in the truck market and you put your money where you want to emphasize sales growth — it's a way of increasing sales."

The trucks' ads don't run under a particular slogan, he says, because the company is still going through the Datsun/Nissan name change. Television advertising breaks down into 30% network, 40% spot, with magazines getting about 15% and the rest split among newspapers, radio and outdoor.

Television buys are male-oriented and include sports shows, *Magnum*

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The Involved Reader

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Clue:
That same magazine is positionless: ads receive consistently high readership scores no matter where in the magazine they appear.

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P.I., Simon and Simon, the *Equalizer* and network movies — "your basic truck macho," comments Hubbard. Print buys are even more targeted: *Field & Stream, 4-Wheel and Off-Road, Family Handyman, Playboy, Progressive Farmer* and *Dirt Bike*, to name some. Dealers do the bulk of newspaper advertising.

Ford Motor Co.'s Ranger sold 247,042 units in 1985, up 12% from last year. Ford says 75% of the time the car is bought for personal use — to be driven back and forth to work, for instance — and 25% for commercial use. The median age of the Ranger buyer is 37 years and 92% of those consumers are men. In addition, says Ford, 74% of them are married and 43% have white-collar jobs. The base sticker price is about $9,000.

The company says 1986 ad dollars will show an increase. For 1984, LNA reports ad expenditures on the Ranger totaled $15.4 million. For the first six months of 1985, that figure was $7.7 million. TV buys include *Lady Blue, Hunter* and network movies. Print ads are seen in *Sports Illustrated, Home Mechanics, People* and *Four-Wheeler*.

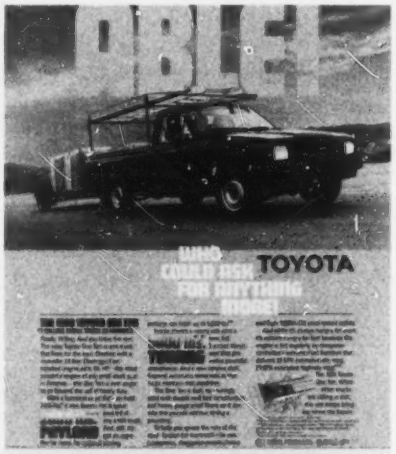
General Motors' **Chevrolet Motor Division** markets the fourth-ranking S-10. Year-end sales totaled 210,051 for 1985, up 11% from 188,661 in 1984. The company says that 70% of its S-10 pickups, introduced in 1981, are bought for personal use.

Feeling the pressure from imports, the company runs a variety of incentive promotions. "Imports have absolutely forced us to go that way," comments Michael H. Erdman, assistant general sales manager. "Between the dealers and us we've probably touched on every kind of merchandising ploy available." He thinks that though there may still be some growth left in the compact pickup market, it will have to come at the expense of regular pickups. That may happen. Price is one incentive — compacts are over $1,000 less — and style may be another. "There are some people who wouldn't be caught dead in a regular pickup but have no problem driving a compact."

The S-10's ad money will grow in 1986. The first six months of 1985 show Chevrolet backing the truck with $3.4 million; the 1984 total was a much greater $20.8 million. Print buys include *U.S. News and World Report, People, Parade, Money, Ms., Family Handyman*, and *4-Wheel Drive and Off-Road* magazine. Tv buys include network sports shows, the *Tonight Show, Late Night with David Letterman, Magnum P.I.* and *Miami Vice*.

STANDARD VANS

The next best-selling category in terms of units is regular-sized vans. They are the one light-truck type, though, to show an overall sales decline. Sales for the first eleven months of 1985, according to Ward's, totaled



Toyota's never needed consumer incentives.

506,818, down from 1984's total for the period by 3%.

The van segment breaks down into two categories that serve two distinct market segments: the commercial/conversion van and the passenger wagon. Basically identical, each manufacturer produces a model for both markets.

The commercial-use van, which comes without rear passenger seating and side windows, is purchased by businesses that range from the local florist to Federal Express. The commercial van, however, is also bought by people who want to get the bare-bones van and take it to a conversion shop for a custom job. With costs for a finished van that can hit the $25,000 mark, these are a far cry from the four-wheel "sin bins" of the 1960's and early 1970's — the type of shag carpeted pad-on-wheels one marketer says "I'd never have let any daughter of mine near." Today's custom van can come with specially designed windows, for instance, or a complete home entertainment center.

These, though, shouldn't be confused with van wagons, the factory-made models with passenger seating and standard side windows that are popular with families or used to ferry church groups, school kids and the like. Both wagons and vans, on average, contain 296 cubic feet of space — nearly twice that of a station wagon.

Ford is the van sales leader and its line comprises the Econoline van and the Club Wagon. Sales for the two lines in 1985 totaled 213,654 for the two, the Econoline selling nearly six times as many as the Club Wagon. Last year's total was 206,178.

It may look like commercial use of Fords vans is soaring but, as with most van lines, more than 50% of the commercial models bought are converted to "luxury vans." Ford says of its Econoline that 55% are converted to a personal-use only van, 15% are used for strictly business and 30% are put to a combined use. Club Wagon's don't follow a straight line either, though, with 15% of them used for business-only purposes. They are a favorite model for businesses that use fleets, such as airport limousine services.

According to Jerry Mittman, marketing plans manager for full-size light trucks, Ford "has spent minimal amounts on the advertising of the Econoline and Club Wagon. Because of the strong demand for them, we've been running at capacity with tremendous backlog orders." (Ford uses few promotional incentives on its van for the same reason.) The advertising it has done has been limited to ads in the *Wall Street Journal*. LNA reports that for 1984, investments were $1.1 million; for the first half of 1985, dollars totaled $708,300.

With so little redesigning over the years, Mittman says it's surprising how well vans have continued to do. Ford, he says, has barely touched the Econoline since its current incarnation was rolled out in 1975. "But over the next five years," he says, all van manufacturers "will have to look for new niches in the market, update the looks of vans and pay attention to fuel economy." Ford is putting fuel injection into some vans, he says, a change that yields better performance and a two-mile-per-gallon improvement in mileage.

Combined sales of **Chevrolet**'s Chevy Van and SportVan slipped 3% in 1985, totaling 171,873 versus 177,323 in 1984. The company attri-

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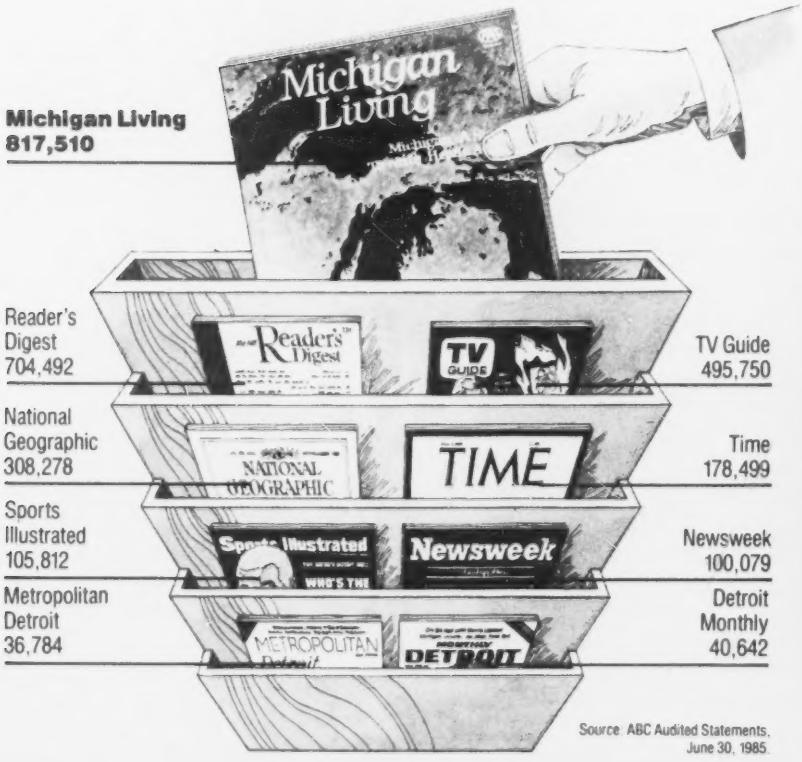

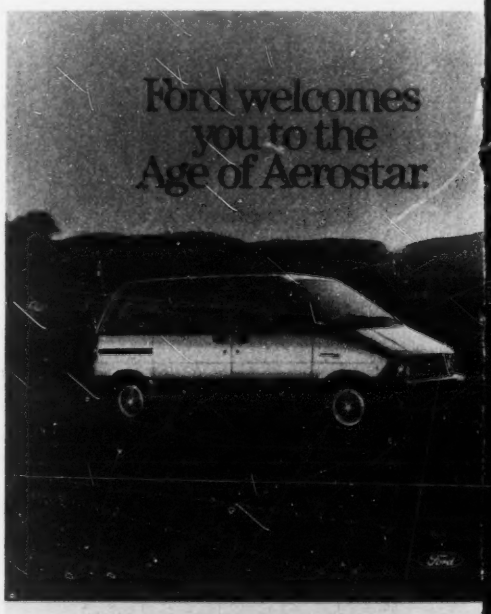

Sales totals are already impressive

butes the slump to increasing popularity of the minivans. Sales of its vans skew to the commercial-use side — represented largely by its Chevy Van — and the company thinks some would-be van buyers decided they can get by with less cargo space.

As for advertising this year, says Michael H. Erdman, assistant general sales manager, "We'll probably do a little more. We want to make sure we don't have a total fall-off." Television buys for the vans may increase, he says, because competition in the category is heating up somewhat.

According to LNA, the 1984 total for Chevrolet's van expenditures was $152,000. For 1985's first six months, vans received $14,200, all in magazines. Book titles, however, according to the company, include *Inc.*, *Nation's Business*, *Automotive Fleet*, *Commercial Car Journal*, *Engineering News Record* and *Excavating Contractor*. This suggests that actual spending figures may be higher.

Introduced in 1964, Chevy's entries are sold through 51,000 Chevrolet dealers. Chevy Vans range in cost from $8,626 to $13,076, while SportVans run $10,232 to $15,396.

Chrysler's Dodge Ram Van and Ram Wagon slipped in sales for calendar year 1985 versus 1984. Units moved were down 8% to 103,345 from last year's total of 112,376.

Sales run about three vans to two of

for Aerostar, no matter what its age.

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every wagon for Dodge. According to Pat Keegan, general manager of truck operations, wagon sales are flattening, as are purchases of its van for conversion. In the future, he says, more ads will be aimed at the commercial market: "If there's a softening in the conversion and recreational vehicle market, then let's go sell 'em to plumbers."

Ad dollars in 1984 totaled $1.1 million, with support about evenly split between the van and the wagon, according to LNA. For the first half of 1985, advertising hit the $608,500 mark, nearly all of it going to vans. Dodge runs no tv commercials for its line "because the market's very closely defined," explains Keegan. "We get more impact if we go into commercial trade books," for the van, he says, adding that advertising for the wagon skews to general interest and books for women — an important market for the family-oriented wagon.

Under the Dodge slogan umbrella of "The American Revolution," print ads for vans run in books like *Construction Equipment* and *Engineering News Record*, while wagon ads appear in *Reader's Digest* and *Life*, among others.

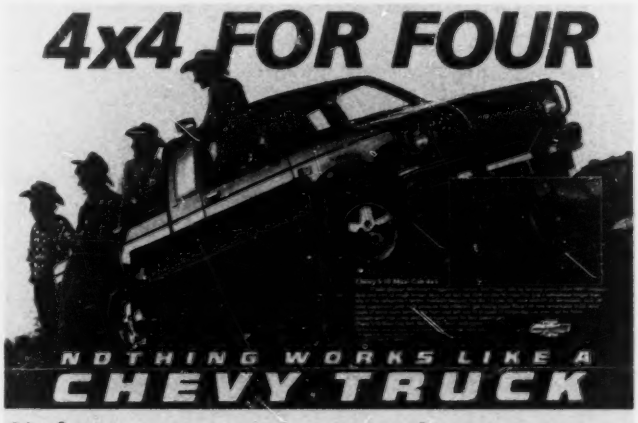
Trailing the pack somewhat is the **General Motors Corp.** Vandura van and Rally wagon. Their combined 1985 sales totaled 40,607, a drop of 12% from '84's 45,541 units.

GMC says its 1986 ad budget for its line will hold steady with 1985's. For the first six months of 1985, GMC spent $200,000 on ads for Vandura and Rally; 1984's total was $122,400, according to LNA. Its fairly extensive media buys, though, indicate those numbers may be low. The company says what tv buys there are fall into the spot category for both network and broadcast; as with most of the manufacturers, GMC's dealer ad association also buys time.

The company says it doesn't break out the Vandura versus the Rally in its print ads; it just talks up its van line. Print buys include *Time*, *Newsweek* and *Sports Illustrated*. Enthusiast book buys include *Motor Trend* and *Car and Driver*. *Popular Science*, *Home Mechanics*, *Better Homes and Gardens* are among other titles GMC's vans and wagons appear in. No corporate newspaper advertising is done. Dealers are given an ad kit they can use in newspapers.

COMPACT SPORTS UTILITY

Of the four categories, this one is closest to being a hybrid truck/car. Most manufacturers offer four-wheel and two-wheel drive versions alike, making it appealing to off-road enthusiasts. Yet it's also loaded with car-like creature comforts such as power steering and brakes, as well as plush seating.



Marketers see compacts as a snazzy alternative.

Sales of these small trucks totaled 489,218 for the first eleven months of 1985, a robust 24% increase over 1984's end-of-November total of 393,214 units, according to Ward's.

Introduced in late 1982 (when it racked up 56,000 unit sales), the **Chevrolet** Blazer S-10 leads the way in sales, moving 187,234 in calendar year 1985. Last year's total was 142,143. Chevy's Blazer S-10, as with a number of other marketers, is the stepchild of its larger, more covered-pickup-like Blazer. The S-10's base sticker price ranges from $9,312 to $10,698, depending on whether it's two or four-wheel drive.

Even though minivans are getting a lot of the attention these days, Chevy says some people still go for its Blazer S-10 over a minivan because of the four-wheel drive option in addition to the Blazer's sportier styling. About 35% of Blazer drivers are women, the company maintains.

The company says it puts about 15% of its ad dollars towards outdoor, given the nature of Blazer's uses. While Blazer's S-10's appear on billboards all over the country, they are more numerous in the Northeast and Middle-American states. The line's 1984 budget totaled $8.7 million, and its 1985 budget through June was nearly $1.4 million, according to LNA, but again, actual ad figures could be higher. Television buys include NFL Football and NCAA bowl games, *Saturday Night Live* and the *Tonight Show*, network movies and *Airwolf*. Some shows are picked with their high female viewership in mind: *Miami Vice*, *Murder She Wrote* and *Remington Steele*. Print money has gone to *U.S. News and World Report*, *Time*, *People*, *Money*, *Field & Stream*, *Ms.*, *New Woman*, and *Car & Driver*.

The Bronco II from **Ford** is the second-ranking compact sport utility with 1985 sales of 104,934. That's a boost from 1984's total of 98,049 units.

According to Ford, 15% of the Bronco II's sold are for strictly commercial use. The average age of buyers is mid-30's and 70% of the drivers are male. Three-quarters of Bronco buyers are married, two-thirds have kids, 68% have a college degree and 45% live in metropolitan areas. "The baby-boom generation is moving like a big bubble through this tube," notes Beryl Stajich, compact light trucks marketing manager.

He says the brand's ad budget was doubled in 1985 over 1984: "We felt the added emphasis was required for a strong car-to-truck crossover." LNA reports a 1984 total of nearly $4.8 million, with a six-month 1985 total of $6.1 million. Tv ads were seen on shows such as *Hill Street Blues*, *Miami Vice* and network sports. Print buys include *Life*, *People*, *Ski*, *Popular Mechanics*, *Ducks Unlimited*, *Better Homes and Gardens* and *Smithsonian*.

Also spinning its wheels in this category is **American Motors Corp.**'s Jeep Cherokee, a model launched in 1983. 1985 sales of both two-wheel

and four-wheel drive units totaled 98,874 units, up from 1984's 69,054 total when only the four-wheel drive was sold. Base sticker prices for the Cherokee, which comes in two or four-wheel drive, range from $9,945 to $11,714, reflecting a 2% raise in January.

Jeep has added fuel injection to the line but it's the four-door option not offered by its competitors, the company thinks, that keeps sales growing. Other marketers' plans to launch four-door models, the company says, will hurt its sales.

Ad expenditures for 1984 on the brand were $10.2 million, according to LNA. Through June of 1985, ad dollars totaled $5.2 million, most of it going towards network tv. On television, ads appear on *20/20*, *Simon & Simon*, and *Magnum, P.I.*, among others. Print ads run in titles that include *Time*, *Guns and Ammo*, *Outdoor Life* and *Off Road*.

"The baby boom generation is moving like a big bubble" through the market, says a Ford marketer.

Year-end sales for **GMC**'s S-15 Jimmy came to 42,239 units, zooming ahead over 22% from 1984's total.

The company, according to James E. Wenzel, truck merchandising manager, has revamped its compact sport utility advertising, pushing it beyond an upscale image to "what we call 'ultimate upscale.' Our ad pictures aren't rough and tough and out in the boonies, but in front of the St. Regis and Mark Hopkins [hotels]," he says. Among the Jimmy's new slogans: "Seen in the very best of circles." An interesting footnote, Wenzel adds that "if you're a dyed-in-the-wool GMC employee, you'd wonder what's going on — you can hardly see the GMC [logo] in the ads."

The company sees a 50-50 split between men and women as principal drivers, with the purchaser age falling in the 25-49 year range, and incomes of $30,000 plus. Advertising for the first six months of 1985 was nearly $3.9 million according to LNA. Print titles included in its buy list are *Newsweek*, *Motor Trend*, *Ladies Home Journal*, *Sports Afield*, *Smithsonian*, *Golf Digest*, *Runner's World*, *Fortune* and *Forbes*. Tv buys are regional and spot, and GMC goes into seven cable networks.

GMC has one hurdle not encountered by other marketers. Aside from the 2,400 dealers who are strictly GMC, it has to fight it out for floor space and consumer attention with GM's army of dual-dealers, those that play up the Chevrolet or Pontiac names for instance.

MINIVANS

While minivans may rank fourth in terms of sales this year, they are probably top-of-mind when it comes to consumers' interest and manufacturers' expectations. And, given the fact that they hit the showrooms in January 1984, sales growth to date indicates they will probably overtake a light truck category or two before long. Through November of 1985, 414,451 minis motored out of U.S. dealerships, flooring it for a rise of 91% from 1984's 216,038 units.

The minis come, like the standard vans, in models outfitted for passenger use — with more windows and seats — and commercial use. It's a category observers predict will break the one million unit mark by the end of the decade.

Chrysler introduced the minivan and its passenger models lay claim to the two top market slots (the Mini Ram Van, a commercial-use model, had sales of 22,785). The Dodge Caravan sets the pace with year-end 1985 sales of 113,550 vans, followed by the Plymouth Voyager's sales of 106,492. Both are marketed along very similar lines.

"Caravan and Voyager are bringing people into Chrysler dealerships that have *never* been there before," exclaims Pat Keegan, general manager of truck operations. "We believed there was a big potential for these, even though there wasn't a market for them before," he says. "We did a heck of a lot of homework and all our research

said we had a homerun."

While roominess, fuel economy and, as Keegan describes it, "the aura of new" are among the reasons consumers are buying minis of all makes, Chrysler may have built some advantages into its vans that help explain their strength. Research told the company that women didn't like the big step up many "trucks" have, so Chrysler eliminated it by making its vans shorter. That also makes them easier to fit into a garage. In addition, only Caravan and Voyager have front-wheel drive — that not only means that the disappearance of that cumbersome hump in between the driver and front passenger in most vans, but also reduces their overall height.

Because they have a lot of the same appeal cars do, all minis tend to sell well across the country. The age range for Chrysler's buyers is 30-50 years, a predominance of married people with kids, and most have white-collar jobs. Chrysler's approximately 4,000 dealers put a sticker price starting at $9,971 on its minivans.

Television buys for the vans include the *Bob Hope Desert Classic* golf tournament, *Magnum P.I.*, the *Today Show*, *Murder She Wrote* and *Sunday Morning* on CBS. Print ads run in books that include *U.S. News and World Report*, *Life*, *Working Woman*, *Parents*, *Savvy* and *Cosmopolitan*. Through June, according to LNA, the ad budget for the two, split fairly evenly, totaled $10.1 million. 1984's total was $24.03 million.

Keegan's assessment of the competition: "GM and Ford have taken a different approach than we did. They have rear-wheel drive — they really came out with 'mini' vans, downsized vans. We started with a clean piece of paper," he says, and launched an entirely new product.

Chevrolet's Astro minivan and wagon ranked third with sales in the 51,000 Chevy dealerships totaling 106,157 for all of 1985. That's a whopping increase over 1984's introductory year total of 1,768 units.

With ads that feature "can-can" music booming in the background and a slogan that proclaims it "The van that Can," Chevrolet says 55% of its minis are sold for personal use. Of personal-use buyers, 35% are women. Michael H. Erdman, assistant general sales manager, says it's versatility that promotes mini sales. "That aspect will make manufacturers tremendously competitive in the future and all that will mean more options for consumers." The Astro, for instance, is the only model that offers a six-cylinder engine and seating for eight.

For the first half of 1985, Chevy backed Astro vans and wagons with $12.1 million, according to LNA. The company says that sum will increase this year; the van was introduced in February of 1985. Television buys include cable and network sports shows, and prime time shows like *Magnum P.I.* Print ads run in *Cosmopolitan*, *Sports Illustrated*, *New Woman*, *New Shelter* and *Popular Mechanics*, among other books. Outdoor ads appear mostly in California.

Chrysler: "We did a heck of a lot of homework and all our research said we had a homerun."

With its May 1985 launch, **Ford** hopes the "Age of Aerostar" has arrived. Through November of last year, the Aerostar rocketed to an impressive sales total of 22,408 units.

So far, Ford says it sees two-thirds of the Aerostar wagon's buyers getting it instead of a car. Median buyer age is 35 years; 90% of its consumers are married; 80% have white-collar jobs; 50% are women. While the wagons have outsold the vans about 6-to-1, average sticker price for a wagon comes in at $12,000. A van runs about $8,000.

Ford says its ad budget for the launch was akin to that for the Tempo, which ran about $26.5 million according to LNA. *60 Minutes*, *Riptide*, *Good Morning America* and the *Twilight Zone* are TV shows that have featured Aerostar ads. Magazine space was bought in *Newsweek*, *Reader's Digest*, *National Geographic*, *Parents* and *Motor Trend*. ■

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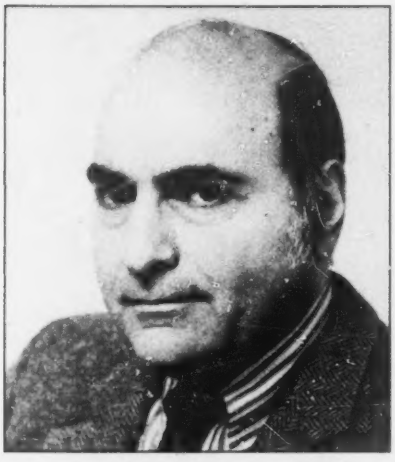
by Ed Papazian



WHAT'S THE GOOD OF BAD-MOUTHING TV?

As one surveys recent events and revenue trends in the advertising field, it becomes apparent that radio and print media have lost their battle to woo tv advertisers from their infatuation with the tube. Such efforts have at best been half-hearted, but even so, they have been terribly misguided.

As near as I can determine, the last attempt made by radio to explore how its commercials communicate in comparison to television messages took place in the early 1970's. Since then we've heard little except rhetoric, numbers/CPM-crunching, and so forth. As for magazines, there has been a lot of noise — mostly carping against television — plus a number of studies telling advertisers what they already know: a) that tv ratings are fragmenting, b) that people with cable (and remote control devices) dial switch because they have more channels to choose from, c) that many viewers are inattentive (or absent) during tv commercials, and d) that magazines offer benefits like better demographics, repeat page exposures, etc. Great going guys, but so what?

Some of this data churning really amazes me. For example we are expected to believe that tv is losing its impact because the major networks are reaching smaller average commercial (minute) audiences than five years ago thanks to inroads by cable and independent channels.

Well, what about it? It's true that the average prime time telecast reached 10% fewer viewers in November 1985 than in 1980. Does this mean that a typical tv advertiser using 20 to 40 announcements, not just one, is deficient in total reach? Perhaps. But my guess would be that his reach loss is minimal, his frequency decline being considerably greater.

But lets return to the issue of fragmenting ratings. Don't look now, but radio ratings are fragmenting even more as so many genres and sub-formats split the listening pie finer and finer. And magazines! Remember the old giants — *Life, Look, The Saturday Evening Post, TV Guide* and *Reader's Digest*? Those books generated average issue coverage levels higher than all but a few prime time tv shows. For those who have forgotten, consider average issue adult readership levels from 1965 versus 1985 per SMRB. (See chart below.)

Obviously magazine readership levels, at least among the mass books, have fragmented considerably since the 1960's. But again I ask, so what? Indeed, if anyone on the advertiser side cared that much about average rating levels, why are they buying cable, with its miniscule ratings, or barter syndication, which is more efficient than conventional nighttime network tv but attains much smaller average commercial audiences?

The truth of it is that tv advertisers make many of their public pronouncements to intimidate the major networks, hoping to hold their rates in line. Much of the talk about VCR's, zapping, rating attrition, eroding demographics, etc., is intended to serve this purpose. While there is legitimate concern about these issues, advertisers have ample resources to monitor developments (mostly from existing tv rating systems); now they are about to get PeopleMeter data to add more statistics to their data stew.

Most magazine people talk to media executives at the agencies and adver-

PERCENT OF ADULTS REACHED PER ISSUE

	1965		1985	
	Men	Women	Men	Women
Reader's Digest	31%	31%	21%	25%
Life[1]	28%	35%	6%	6%
Look	25%	21%	–	–
Saturday Evening Post	20%	16%	–	–
TV Guide	18%	21%	21%	25%
McCall's	5%	23%	3%	18%
Good Housekeeping	4%	19%	3%	10%

[1]: *Life* reappeared in the late 1970's as a selective monthly.

Source: Simmons Market Research Bureau

tiser ad directors, who try to be polite and offer gentle encouragement when they hold gatherings and do new studies. This is the easy way to get by, endure pleasant lunches and social gatherings, and say things that make space sellers happy. But it's not what's really happening when agencies and clients get together to decide their media strategies. In my capacity as a consultant, and recently as a judge in several media award sessions, I've reviewed over 65 media plans within the past two years — almost all from top flight, sophisticated agencies. Not one incorporated a general discussion of tv versus print or radio; not one discussed the serious possibility of directing tv money to other media for any reason but lack of sufficient funds; indeed, not one included a realistic discussion of alternative media plans (to the one presented). Instead, while many of these plans had interesting ideas, clever scheduling tactics, demographic and psychographic twists and, in several cases, innovative uses of media contexts (including radio and print), the actual amounts devoted to each medium seemed largely preordained.

No matter what anyone says, the typical video advertiser believes that tv has more impact and that its commercials motivate consumers — more so than radio messages or print ads. Moreover, even when the advertiser has a more balanced view and seeks insights about other media, he is deluged with audience statistics, but little, if anything, that guides him in the creative area — how to make better radio commercials or magazine ads.

As I said, the last study on radio commercials versus tv messages was conducted in the early 1970's, and the data was presented in simplistic average-recall terms, designed to make radio CPM's look good compared to their tv counterparts. As for magazines, we all remember *Look*'s tv-versus-print recall studies in the early 1960's and *Life*'s efforts later in that decade. New technologies have been developed since then, focusing on motivation, not just memorability. These are used occasionally in print copy-testing designs for individual clients, but little of the data leak out. It's certainly not evaluated in a media mix context.

So I'll say it once again. Until radio and magazines are willing to tackle the real issue — by showing marketers how ads work in their medium, developing guidelines, areas of speculation, ways of judging creative input, and exploiting intermedia synergy — the battle will remain lost. Instead of badmouthing tv, why not good-mouth yourselves? But please back it up with some relevant research, not puffery or redundant data. ■

MAGAZINES

by Gerry Eilers

Director of marketing services
Isidore & Paulson, Inc.

LARRY BARNS

SPECIALTY MAGAZINES PUT MORE STOCK IN TRADE

In recent times, a number of specialty publications have made an increasing effort to broaden their appeal as vehicles for advertising beyond the neat little niches they carved for themselves when they joyously announced their births.

In order for these specialty books to build business beyond the categories compatible with their editorial specializations, they must come to terms with how we perceive them. And that is easier said than done. For in many cases they have to deal not just with the impressions we've gained from their ads and presentations throughout the years, but with our very reluctance to "learn" anything new about them in the first place. This is not just laziness here — we've all heard too many reps cry wolf too many times before.

To fight preconceived notions and

Reach the other half of the Seattle-Tacoma Market

The Tacoma News Tribune delivers it for you

Drive 35 miles south of Seattle and you'll reach Tacoma/Pierce County, the second-largest metropolitan area in Washington State and home to 381,800 adults.

This important part of the Seattle-Tacoma CMSA also includes a bonus military market of 32,000.

Add The Tacoma News Tribune to your advertising schedule and you'll reach 214,600 adults daily and nearly 300,000 in a five-day period — a market largely unreached by Seattle newspapers.

For more information, contact Doug Harris at 206-597-8757 or talk to your Sawyer-Ferguson-Walker representative.

News Tribune

P.O. BOX 11000,
TACOMA, WASHINGTON 98411

A FEW BRIEF LESSONS ON HOW TO TREAT A PERSON WITH A DISABILITY.

1. Like a person.
2. Like a person.
3. Like a person.
4. Like a person.
5. Like a person.
6. Like a person.
7. Like a person.
8. Like a person.
9. Like a person.

UNITED CEREBRAL PALSY ASSOCIATIONS

recommend alternatives to network will take courage, and it may even cause the agency more work. On the other hand, how much longer are clients going to put up with rate hikes that are better than twice the rate of inflation — especially after they read this column?

When should you start investigating alternatives to network? All things considered, I'd say the time to begin is now. ■

NEWSPAPERS

By Stephen Jacoby

Vice president,
associate media director
Ammirati & Puris Inc.

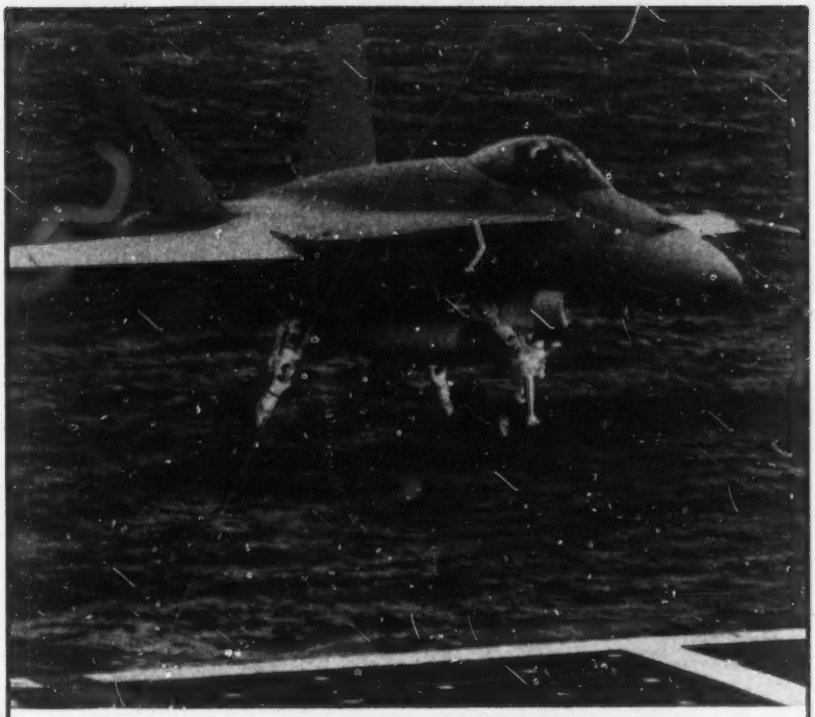
MICHAEL MELLA

HOW TO GET SOMETHING EXTRA

The oldest advertising medium in the United States, the newspaper, has great potential for being one of today's smartest marketing tools with the increasing addition of supplements and regular specialized editorial sections. There is a winning combination of media elements that make a campaign successful and newspapers should be used tactically to accomplish that end. However, three elements need to coexist:

- A clear positioning by the industry of what the medium can offer.
- Improved salesmanship.
- A uniform and inviting way to use newspaper advertising.

Few papers or newspaper groups have done this effectively and, with the newspaper dollar share of national ad-



Of the dozens of publications going to the $305 billion aerospace/defense industry, only one...

Aerospace America

PRIME BUYERS CERTIFIED 100% ENGINEERS

Requires Their Subscribers to be Engineers.

(Only engineers can select the highly technical products bought by the aerospace industry. Their responsibility is so great research shows the average aerospace engineer is paid over $53,352 per year to do his job.)

Need marketing information? Call:

NEW YORK, Joe Brown at (212) 408-9718
ATLANTA, Roger Kelton at (404) 252-6510
CHICAGO, Jeanne McConnell at (312) 346-3074
LOS ANGELES, Norm Hill at (213) 429-0127
LONDON, Leigh Gould at 01-703-6207
PARIS, Bob Broekman 46-09-9595
TOKYO, Warren Ball at 03-667-7397
Recruitment Advertising, Pat Herman in Deerfield Beach, FL (305) 427-5454

THE AEROSPACE ENGINEER'S MAGAZINE
Aerospace America

More aerospace engineers than any other publication at half the cost.

vertising around 6%, there is certainly room for growth. The industry needs to get out among the media community and sell itself. Take, for example, this readership information:

1. On any given weekend, 65% of total U.S. adults can be reached by newspapers, including, 64% of those between the ages of 18-49.

2. 14% are college graduates (81% against total college graduate population).

3. 24% have household incomes of $35,000 or over (80% against total U.S. households earning $35,000 or over).

4. 13% are professional/managerial (80% against total P/M's).

However, while newspapers can offer advertisers great penetration numbers on a national basis, the real excitement of the medium lies in how to use it tactically. Specialized editorial sections and newspaper supplements which are organized, sold, and executed on a quality basis will not only make for a more effective use of newspapers as an advertising medium, but will make them a more attractive source of news/entertainment for the public, thereby increasing reader loyalty. This editorial segmentation is one of the reasons *USA Today* has enjoyed its tremendous success.

With today's public being hit at every turn with advertising messages, it is media's responsibility to see that their clients' messages are seen not only by the right people, but in an environment where they will have the most meaning. Specialized editorial supplements can offer this. On a broad basis the following illustrates this:

ADVERTISING FOR PRODUCTS OF INTEREST TO BOTH MEN AND WOMEN

	NOTED	
TYPE OF PAGE	MEN	WOMEN
Sports	114	49
Food, Home	63	101
General News	100	101

Note: Starch "noted" score for average ad = 100
Source: MMN Starch

Synergy is key between the message and its environment. As an example, *The New York Times* has done a great service to its readers and advertisers by producing over ten supplements a year with specialized editorial coverage ranging from fashion to home entertaining to travel, business, and personal finance.

While certainly the primary purpose of the newspaper will be to cover the news and cover it in depth, its greatest opportunity for growth in capturing national advertising dollars and enhancing reader interest/loyalty will be in the area of specialized supplements/sections. Synergy between editorial and the advertising message will benefit all. It's up to the industry to aggressively pursue it to its potential. ■

MARKETING

by Donna Campanella

Vice president, media director
Cato Johnson/Y&R

THE SHORTSIGHTED SHORTCUT

The path of least resistance. It's a route being increasingly traveled by many media sales reps who are convinced that the fastest way to be included in a media plan is to sell the client first. That way, so the logic goes, they can be presold with the agency media departments they have not yet seen or to whom they have made an unsuccessful first attempt.

We've all been through it. How many times have you gotten a call from a media sales rep who introduces himself by telling you how he just left your client's office and how the client loves his particular medium? He then proceeds to inform you that the client gave his presentation a standing ovation and that you must see him immediately! Contrary to many a sales rep's beliefs, this is a sure way to *not* get an appointment. In fact, I would bet my Christmas bonus that this introduction was not one of the recommended opening lines in the famous book, "How to Win Friends and Influence People"!

Sales reps who operate in this manner are not met with respect and enthusiasm from agency media planners and buyers. No one likes to be a victim of "backdooring" — that is, preselling the client so that you may have no choice but to tag along. As a result, many planners avoid this sales rep. They make an appointment far into the future, possibly cancel it at the last minute, or not schedule one at all, feigning an overloaded work schedule.

This shortcut, therefore, can be a shortsighted way to get a piece of the action.

One of the primary responsibilities of an agency when it develops a working relationship with a client is to become a total marketing partner and collaborate on overall business. From this responsibility comes the job of developing and executing media and creative plans which support the client's marketing objectives and strategies.

Why then don't sales reps let the agency do the initial legwork regarding appointments with reps, analyzing different media and negotiating for rates, positions and merchandising?

Media planners and buyers at agencies are well trained in the fine art of media analysis and negotiation. They are the experts who decipher a media kit, "drill" the sales rep, propose ideas, ask for suggestions and negotiate for a better deal. They're the ones who understand the target audience definition and who have worked with the creatives in pinpointing synergistic media vehicles and cost effective creative executions.

These are key ingredients that are essential in determining the appropriateness and productivity of specific media. Not being mindful of these factors may cloud the client's evaluation of a particular vehicle or medium. Thus, excluding agency planners and buyers in the media decision-making process, or going to them as an afterthought or

WHITHER THE ECONOMY IN 1986?

D&B's DUNCAN: FULL SPEED AHEAD

1986 will be a year of moderate economic growth, and the danger of a recession is remote.

Concerns regarding the federal deficit, the single biggest threat to continued economic growth, have been eased somewhat by the passing of the Gramm-Rudman bill. The initial test of Gramm-Rudman will come March 1, when the President orders the first deficit-reduction steps required under the bill. A lack of resolve at this juncture could significantly undermine confidence in the new legislation. Moreover, there will undoubtedly be problems in getting specific deficit reduction measures through Congress this year. Nevertheless, the overwhelming vote in favor of deficit reduction reflects the political pressures on Congress to do something constructive.

Several key factors will support continued economic expansion in 1986. First, consumer, government and business spending will remain relatively strong. While it is true that consumer income is currently growing at a more modest pace than it was a year ago, there is no evidence to suggest that consumers are saving more and spending less. Moreover, though levels of consumer debt have indeed increased during this economic expansion, there has been no dramatic shift in the household debt-to-asset ratio. In fact, lengthened debt maturities for loans on big ticket items, such as automobiles, have actually helped to reduce consumers' monthly installment payments. Recent declines in deliquency rates provide further evidence that the consumer is not overly strapped. Current surveys of consumer sentiment indicate that levels of optimism remain relatively high.

Government spending also will remain relatively strong as a result of contracts approved prior to the start of sincere efforts to bring spending under control.

In the business sector, increased competition and generally softer markets in 1986 will prompt managers to focus on reducing costs and increasing productivity, thus spurring continued capital investment in new plants and equipment.

The gross national product figures in 1986 also will get a boost from a continued weakening of the U.S. dollar, which will help to reduce the U.S. trade deficit.

Tax reform, though it will be a major topic of debate in 1986, will not have a direct impact until 1987.

Dramatic swings in interest rates and unemployment in 1986 are unlikely. Interest rates will probably drift upward slightly this year, regardless of the efforts to control the deficit. But the slightly higher rates should not severely affect the housing sector.

Unemployment will remain in the 7% range as a result of increases in the size of the labor force and a slowdown in new business start-ups, which have provided the bulk of new jobs since the end of the recession.

Joseph W. Duncan, director of statistical policy for the Office of Management and Budget from 1974 to 1981, is corporate economist and chief statistician with The Dun & Bradstreet Corporation.

Our readers tell us . . .

Research USA, Chicago, collected opinions from 121 randomly-selected readers (from a 300-name mailing) on the economy and its effects on media budgets and plans.

1. How do you think the economy will change in the next six months?

Greatly improve	1.7%
Somewhat improve	41.3%
Stay the same	38.8%
Somewhat weaken	17.4%
Greatly weaken	0.8%

2. What do you think will happen to the following in the first half of 1986:

A. Interest rates

Will rise	16.5%
Will stay the same	36.4%
Will fall	47.1%

B. Consumer spending

Will rise	32.2%
Will stay the same	43.8%
Will fall	24.0%

C. Inflation

Will rise	23.1%
Will stay the same	71.1%
Will fall	5.8%

3. Has your organization revised its advertising budgets for the first half of 1986 because of economic uncertainty?

Yes	34.7%
No	65.3%

If yes, (base-42)

A. How much have your ad budgets changed overall for the first half of 1986?

Up 1% to 9%	30.9%
Up 10% to 19%	14.3%
Up 20%+	11.9%
Down 1% to 9%	16.7%
Down 10% to 19%	11.9%
Down 20%+	14.3%

FORECASTER LEVY: BATTEN DOWN HATCHES

This year, the United States will experience a severe recession.

The expansion is crumbling under the weight of overbuilt business capacity and excessive debt. These imbalances have taken years to develop and will take years to resolve. They create recessionary pressure by discouraging construction and equipment production, limiting consumer spending, and causing curtailments of government spending. The debt and capacity excesses also increase the likelihood that a contraction will severely damage the economy.

Largely due to debt, consumer spending is poised to grow little if at all in the first half of 1986. The personal savings rate plunged from 6.7% to an amazing 3.7% during the year ending in the third quarter of 1985. This unsustainable consumer spree gave an enormous boost to the economy, preventing a recession — just barely. But by mid-1986, and probably much sooner, the saving rate will rebound as consumers service their new debt. As the recession worsens, spending will fall.

America's nonresidential building boom is dying, and the commercial construction outlook is dreadful. If no new office buildings were started, America would have plenty of space through at least 1995. Similarly, too much retail space exists in many areas, and the excess of hotel rooms rivals the office glut.

Other categories of capital investment, the major engine of prosperity in a healthy economy, are also in trouble. American industry is currently operating at only 80% of capacity, typically a mid-recession level. Orders for new equipment have been flat for almost two years. Business already plans to reduce investment in plant and equipment in 1986, an extraordinary occurrence before a recession has even begun.

Residential construction will be flat, at best, in 1986. Demographic trends are rapidly shrinking America's need for new housing, and the pent-up demand from the early 1980's is almost gone. Meanwhile, mortgage lenders have tightened their screening procedures, eliminating many applicants.

The federal deficit, unquestionably a serious problem, is nevertheless a huge crutch without which the economy in its present condition would collapse. Spending cuts taking effect in 1986 will hack away at the fiscal stimulus, contributing to the downturn. Later, however, the recession will swell the deficit to $300 billion.

The trade deficit will remain an enormous drain on our economy in 1986. Despite the sharp 1985 decline in the foreign exchange value of the dollar, our currency is too strong for domestic producers to compete successfully in international markets. The deficit will shrink little if at all in the first half of 1986; the recession will choke off demand for imports in the second half.

Businesses and individuals should be wary.

David A. Levy is senior economist and partner of Levy Economic Forecasts, an economic forecasting and consulting firm in Chappaqua, New York.

B. What changes were made for each of the media (bases in parentheses):

Consumer magazines (33)
Increased 30.3% No change 42.4%
Decreased 27.3%

Business/trade publications (37)
Increased 24.3% No change 54.1%
Decreased 21.6%

Newspapers (32)
Increased 28.1% No change 62.5%
Decreased 9.4%

Television (38)
Increased 31.6% No change 42.1%
Decreased 26.3%

Cable (21)
Increased 14.3% No change 80.9%
Decreased 4.8%

Radio (29)
Increased 27.6% No change 65.5%
Decreased 6.9%

Outdoor (23)
Increased 13.0% No change 74.0%
Decreased 13.0%

Sales Promotion (33)
Increased 42.4% No change 39.4%
Decreased 18.2%

Direct Marketing (31)
Increased 51.6% No change 41.9%
Decreased 6.5%

4. Have there been cutbacks in your organization over the past few months?

Yes	40.5%
No	59.5%

If yes, in which of the following areas were the cutbacks made (base-49):

Budget cuts	65.3%
Top management cuts	20.4%
Mid-management cuts	40.8%
Staff cuts	71.4%

ECONOMIC EYE

by Kevin Baker

STREET TALK

On the television marketplace: *Alan Gottesman, senior vice-president, L.F. Rothschild Unterberg Towbin:*

Gottesman sticks to the bleak predictions for the current television season that he made last year: "If it's going to take off, I don't know what the button is going to be."

Gottesman sees the big problem for tv being the lack of big new product categories, complicated by a sluggish economy and 15-second commercials.

"I still don't see revenues going much above 3%, maybe 5%. And ad rates will probably increase less than the 7%-9% I said last fall. I didn't figure on the 15-second spots. Over the long term, they'll be easier to sell (than 30- or 60-second spots), but over the short term, they'll shake the tree. What you have is demand for ad tonnage up moderately, while the supply is greatly increased."

Gottesman predicts that the overall calendar year of 1986 will be better than 1985, though only because "I just have never seen two bad years in a row in this business." Still, even a good last quarter — which is when next season will premier — won't be enough to offset what Gottesman terms "three quarters of the blahs."

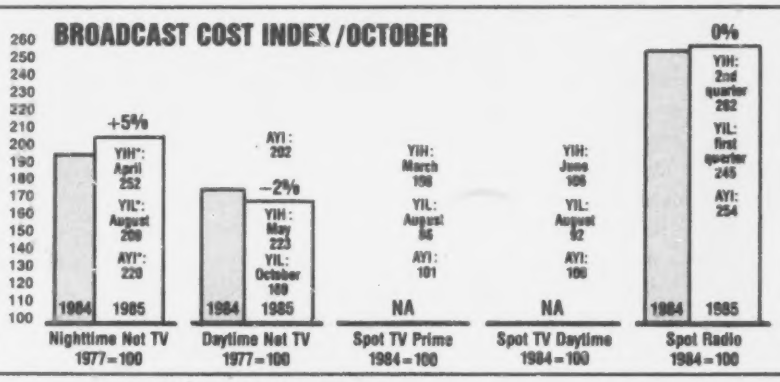
INDEX NOTE

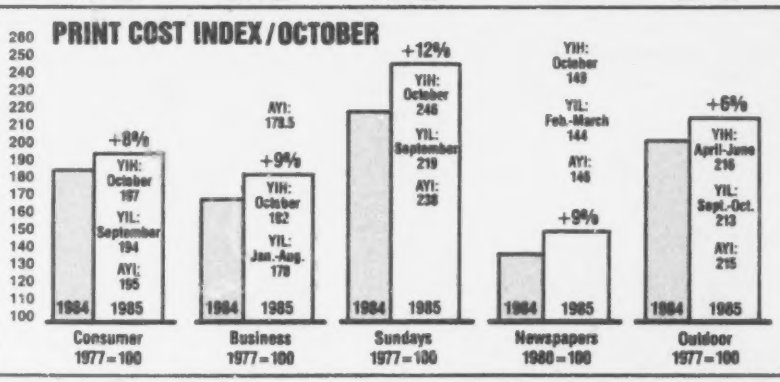
In regard to the media not depicted in the charts for October: **Spot tv** rates are compiled on a quarterly basis; new figures for October, November and December should be available for the April issue. The same is true for **spot radio** — figures for September, October and November appear next month. **Network radio** rates are compiled on a new basis for 1985, including 15 networks. With January indexed at 100, October was 130.

MAGAZINE AD SCOREBOARD

	Ad Pages December	% change from Dec. 1984	Dollars spent (000)	% change from Dec. 1984
1. Skin care, Creams, Lotions and Oils	79.75	+11.57%	$ 3,397.5	+52.36%
2. Lip and Eye Beauty Products	51.28	−3.56	1,630.0	−2.17
3. Scents and Fragrances	374.51	+5.48	10,104.7	+18.66
4. Facial Makeup Products	38.81	+18.32	1,333.3	+51.04
5. Liquor	865.46	−10.37	32,470.1	−3.22
6. Passenger Cars, Domestic	540.16	−2.22	27,978.5	+28.26
7. Passenger Cars, Imported	407.14	−8.40	17,393.8	−2.75
8. Cigarettes	811.81	−14.38	46,175.9	+4.40
9. Prepared Dinners and Entrees (including Pizza)	25.53	−12.96	1,398.4	+9.02
10. Soaps and Detergents	44.00	+54.28	3,057.5	+78.88

Source: Publishers Information Bureau as prepared by Leading National Advertisers





Sources:

Nighttime Network TV—Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV—Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio—Cost per average 30-second radio announcement from BAR's Network Radio Service.

Consumer Magazines estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in the national entries.

Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 788 newspapers weighted to represent the universe.

Business Publications estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.

Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

How to read: Media Cost Index reflects latest available costs compared with base year. Percent change shows rate of change from the same month in previous year.

*YIH=Yearly index high *YIL=Yearly index low *AYI=Average 1985 index